



**Euromonitor
International**

Processed Fruit and Vegetables in the Philippines

December 2025

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Processed Fruit and Vegetables in the Philippines - Category analysis

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Marketing-led usage expansion supports value growth

INDUSTRY PERFORMANCE

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Del Monte's marketing initiative pushes at-home use of processed fruit and vegetables

WHAT'S NEXT?

Category expected to see steady gains backed by marketing and usage expansion

Health and wellness messaging gaining prominence

Sustainability initiatives will broaden gradually

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Del Monte Philippines consolidates leadership

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Essential demand holds firm as innovation and digital reach expand

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Staple foods benefits from essential nature of categories

Digitalisation and collaborations shape development in 2025

Health and wellness trends remain highly impactful

WHAT'S NEXT?

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Health concerns will continue to inform innovation

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-in-the-philippines/report.